

iClick Interactive unleashes potential of MobiPromo railway inventory for data-driven marketing

**** Partnership will open up the anticipated 2.8 billion annual train travellers in China to more effective identification and targeting**

HONG KONG, March 08, 2018 (GLOBE NEWSWIRE) -- iClick Interactive Asia Group Limited ("iClick Interactive") (NASDAQ:ICLK), a leading independent online marketing technology platform in China, today announced that it has entered into a data partnership agreement with MobiPromo, a leading WiFi marketing system in China, to enable audience identification and enhance targeting capabilities on MobiPromo system, which claims an audience reach of 2.8 billion train travellers every year across China. The partnership aims to unlock values in MobiPromo's railway mobile inventory with iClick Interactive's technology and data capabilities.

The new collaboration will empower MobiPromo's railway mobile network that contains approximately 3 million in-station, in-cabin and in-shop WiFi hotspots across ten key provinces in China. iClick Interactive's data-driven targeting solutions will provide marketers with stronger audience identification and activation capabilities in a lucrative market for a board range of brands.

Sammy Hsieh, Co-founder and CEO of iClick Interactive, said, "We are excited about this partnership with MobiPromo and the strong value we will bring to the mobile advertisement with our proven Chinese user data capabilities. Our data-driven audience identification and activation solutions enable overseas and domestic marketers, as well as agencies, reach to the right Chinese audience in a more precise and cost-effective manner when their target audiences are in railway stations and traveling on the train. The partnership will in return expand our audience network and strengthen our market-leading ability to connect international marketers with the best audience in China and advertise their brands."

As of 2016, iClick Interactive already had the largest Chinese consumer data set among all independent online marketing technology companies in China, according to Frost and Sullivan, with approximately 633.5 million active profiled users in the 30 days as of September 30, 2017. The partnership further extends iClick Interactive's presence in railway mobile marketing and provides more timely opportunities for marketers to reach consumers.

Jason Wu, CEO and Founder of MobiPromo, said: "Through integrating our mobile WiFi Ads inventory with iClick Interactive's platform, we anticipate an exciting increase in inventory demand from iClick Interactive's extensive international clientele around the globe. We also expect an enhanced user experience as train travellers receive more relevant marketing messages when they are connected to our in-station, in-cabin or in-shop WiFi hotspots."

"In addition to adding value to the railway marketing ecosystem, the new partnership will open the door for overseas and domestic marketers and agencies to tap very effectively into the lucrative frequent business commuter market in China," Hsieh added.

About iClick Interactive Asia Group Limited

iClick Interactive Asia Group Limited (NASDAQ:ICLK) is an independent online marketing technology platform that connects worldwide marketers with audiences in China. Built on cutting-edge technologies, our proprietary platform possesses omni-channel marketing capabilities and fulfills various marketing objectives in a data-driven and automated manner, helping both international and domestic marketers reach their target audiences in China. Headquartered in Hong Kong, iClick Interactive was established in 2009, currently operating in eight locations worldwide including Asia and London.

About MobiPromo

MobiPromo® is a proprietary, WiFi Marketing & Monetization system. MobiPromo sets the industry benchmarks by providing the most advanced and comprehensive range of in-session advertising of any WiFi marketing system available. Winner of 4YFN Mobile World Congress "Best Digital Tech Start-up" in San Francisco 2017. Headquartered in Hong Kong, MobiPromo was established in 2015 and today operates in more than 58 countries worldwide, with offices in Beijing, Hong Kong, Kuala Lumpur, Melbourne and Valencia.

Safe Harbor Statement

This announcement contains forward-looking statements. These statements are made under the "safe harbor" provisions of the U.S. Private Securities Litigation Reform Act of 1995. These forward-looking statements can be identified by terminology such as "will," "expects," "anticipates," "future," "intends," "plans," "believes," "estimates," "confident" and similar statements. Statements that are not historical facts, including statements about the Company's beliefs and expectations, are forward-looking statements. Forward-looking statements involve inherent risks and uncertainties. A number of factors could cause actual results to differ materially from those contained in any forward-looking statement, including but not limited to the following: the Company's fluctuations in growth; its future business development, results of operations and financial condition; trends and competition in China's independent online marketing technology market; the market acceptance of the online marketing technology solutions; Chinese governmental policies relating to the Company's industry and general economic conditions. Further information regarding these and other risks is included in the Company's filings with the SEC. All information provided in this press release and in the attachments is as of the date of this press release, and the Company undertakes no obligation to update any forward-looking statement, except as required under applicable law.

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